

# The Impact of Health Storylines in Entertainment

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Hollywood, Health & Society

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THE NORMAN LEAR CENTER | USC ANNENBERG  
**HOLLYWOOD, HEALTH & SOCIETY**  
Entertainment Education for Television, Movies & New Media



# What NCIS Says About HH&S

"I knew absolutely nothing about infectious disease when I called HH&S.

They put me in touch with some of the foremost authorities in the country the very next day.

The help they provided was nothing short of imperative to my writing process. They are a tremendous resource."

—NCIS Executive Producer Scott Williams,  
commenting on an episode titled "Homesick"



# NCIS (CBS)

“Homesick” Episode: \*19.65 million U.S. Viewers



\*Nielsen

# Hollywood, Health & Society

## Industry

- Briefings / consultations
- Panel discussions
- Story tours
- HH&S web site
- Tip sheets
- Real to Reel
- Sentinel Awards

## Public

- Storylines
- PSAs
- Hotlines
- Transmedia
  - health links
  - viral & social media

## Strategic Partnerships

- WGAW / WGAE
- Advisory board
- Network of experts
- Industry partners
- Funding partners
- International network

## Research / Evaluation

- TV monitoring
- Content analysis, audience demographics
- Audience impact
  - web traffic
  - hotline calls
  - knowledge
  - intentions
  - actions

Castle

Once Upon  
a Time





# Private Practice (ABC)

“Who We Are” Episode: Drug Abuse and Intervention





# Private Practice

## Addiction PSA





# How to Get Away With Murder (ABC)

“It’s All My Fault” Episode: HIV Testing Storyline

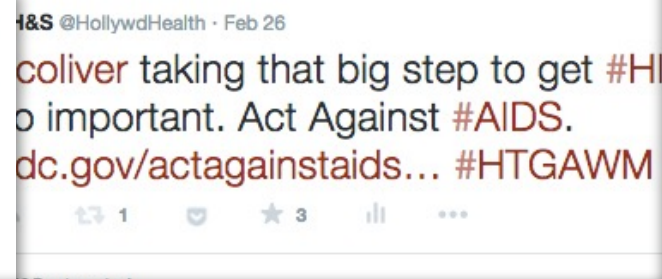
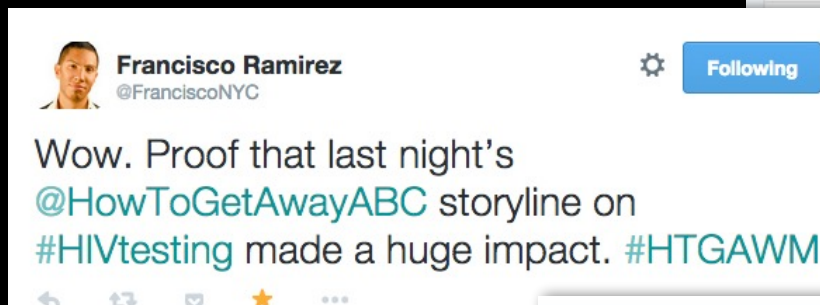
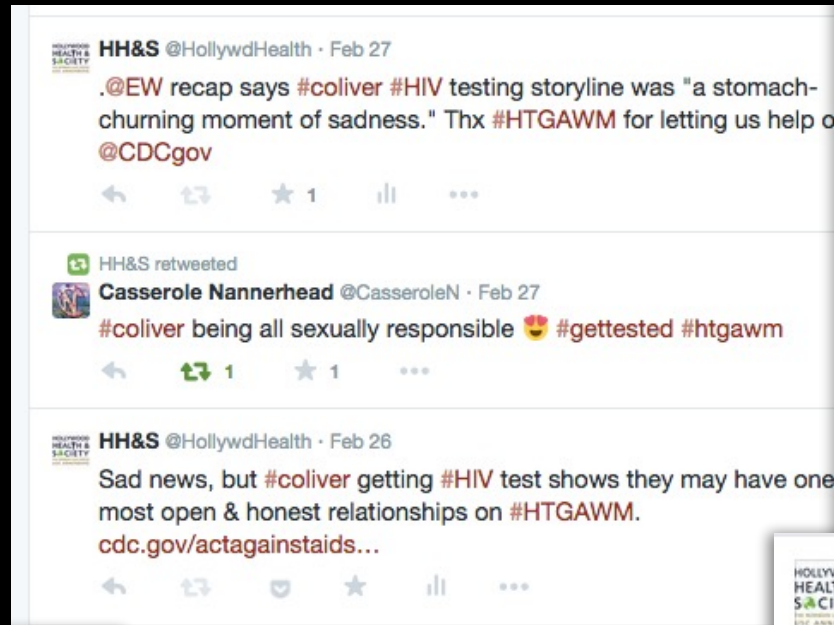




# Transmedia

how  
to  
get  
away  
with  
*Murder*

With broadcast of  
“HTGAWM” episode  
featuring HIV testing.  
#HTGAWM #coliver  
Act Against #AIDS



Thought you'd appreciate this: last night's "how to get away with murder" featured a story line if a gay couple getting tested together but was very nerve racking. Made me realize I'm probably due so I went this morning (negative!) but the nurse said I was the 5th guy to mention it and they'd only been open for an hour!

Idk if it is sad that it took a show to get people there or if it's cool that it was incorporated so well to influence men to go



# Grey's Anatomy (ABC)

“Only Mama Knows” Episode: Health Care and the Undocumented



# Transmedia

## GREY'S ANATOMY

With broadcast of  
“Grey’s Anatomy”  
episode featuring  
uninsured storyline.  
#GreysAnatomy  
#Health4All

HH&S retweeted

shonda rhimes @shondarhimes · Oct 16

Tonight's episode of #GreysAnatomy is honestly one of my favorite episodes EVER. Ellis Grey. Meredith. Richard. @EllenPompeo

1.4K 2.4K

HH&S retweeted

California Endowment @CalEndow · Oct 16

CA had 7M uninsured before #ACA rollout! #Obamacare made access to health care easier, but not for everyone. #Health4All #GreysAnatomy

1 2

HH&S retweeted

California Endowment @CalEndow · Oct 16

"She takes the time to do her hair, how did tumor?" Never think twice about seeing a doctor. #Health4All

3 1

HH&S retweeted

California Endowment @CalEndow · Oct 16

It costs less to prevent sickness than treating it in the ER. In CA, avg ER visit = \$1,349 / avg checkup = \$145 #Health4All #GreysAnatomy

8 2

HH&S retweeted

California Endowment @CalEndow · Oct 16

13% of CA children have at least 1 undocumented parent w/ no access to health care & lives in fear of deportation. #Health4All #GreysAnatomy

8

HH&S retweeted

California Endowment @CalEndow · Oct 16

Fear of deportation is a big reason why so many go w/out seeing a doc. Nadia could have been treated earlier. #GreysAnatomy #Health4All

16 11

HH&S retweeted

Grey's Medical @GreysMedical · Oct 16

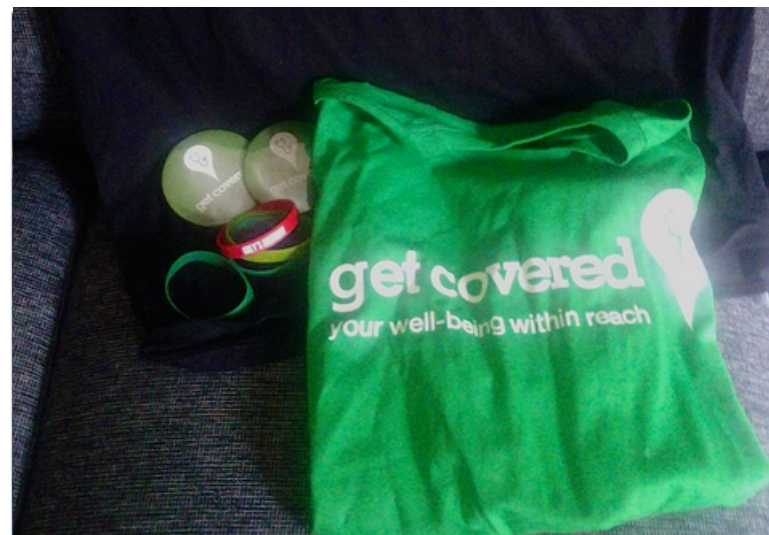
For all the information on healthcare for the undocumented and uninsured, check out @CalEndow. #Health4All

4 7

HH&S retweeted

Grey's Medical @GreysMedical · Oct 16

Tweet @CalEndow your questions tonight and tag us! We'll send out some goodies for the best ones, courtesy of @HHS!



3 5

View more photos and videos



# RAINN PSA



# Extreme Weight Loss PSA

Rape, Abuse and Incest National Network

Surge in demand for RAINN's resources following airing:

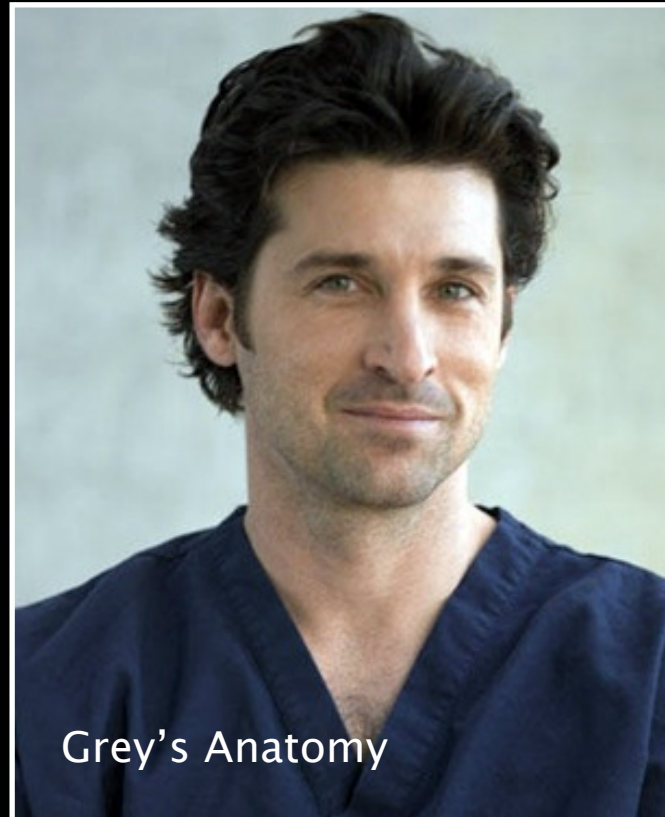
- 200% increase in calls to National Sexual Assault telephone hotline (some callers specifically mentioned the episode as their reason for reaching out)
- Online hotline (via [rainn.org](http://rainn.org)) was up 97%
- 80% increase in visits to website
- Strong response on social media—Facebook impressions doubled, Twitter mentions up over 100%



# Over 700 Aired Storylines\*



Switched  
at Birth



Grey's Anatomy



Homeland



Doc McStuffins

\*2009-2014

# TV Shows and Networks

Army Wives	Law & Order: SVU	ABC
Bates Motel	Mad Men	ABC Family
Battle Creek	Madame Secretary	A&E
Beauty and the Beast	Make It or Break It	AMC
Body of Proof	Miles From Tomorrowland	CBS
Boardwalk Empire	NCIS	CW
Breaking Bad	The Night Shift	Disney Channel
Castle	90210	FOX
Chasing Life	Ocean Mysteries	FX
Cita con tu Salud	Orange Is the New Black	HBO
CSI: NY	Parenthood	Hulu
Days of Our Lives	Perception	Lifetime
Doc McStuffins	Pretty Little Liars	MTV
East Los High	Private Practice	NBC
Elementary	Red Band Society	Netflix
En Otra Piel	Revenge	Showtime
The Fosters	Rizzoli & Isles	Syfy
Glee	Royal Pains	Telemundo
The Good Wife	The Secret Life of the	TNT
Grey's Anatomy	American Teenager	Univision
Hawaii Five-0	Shake It Up	USA Network
Homeland	State of Affairs	
House	The Surgeon General	
How to Get Away With Murder	Switched At Birth	2009–2015



# En Otra Piel



INICIO » ENTRETENIMIENTO » TUS TELENÓVELAS

## "En otra piel" muestra pesadilla de no tener seguro

La novela de Telemundo aborda la situación que viven muchos hispanos en Estados Unidos que no tienen seguro médico.

Autor : Telemundo Local | Fecha: 11/04/2014 | Actualizado: 11/04/2014 4:50 PM EDT

8+1 0 Me gusta 2 Twittear 0 Enviar



### TEMAS RELACIONADOS:



Conoce los alimentos que pueden ser engañosos



¿Será que El Señor de los Cielos sigue en la tierra?

Con el compromiso de no solamente entretener sino también de educar, Telemundo está incluyendo información sobre la importancia de tener cobertura médica dentro de la trama de su novela "En otra piel" (9pm/8c), como parte de una iniciativa junto a Hollywood, Health & Society.

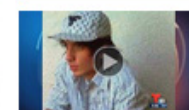
Hollywood, Health & Society es un programa del USC Annenberg Norman Lear Center, y es reconocido por proveer a profesionales de la industria del espectáculo información sobre temas sanitarios que puedan ser integrados de manera efectiva en el guión de sus producciones.

En la novela "En otra piel" -protagonizada por Laura Flores, María Elisa Camargo y David Chocarro-, varios de los personajes se ven en situaciones donde su salud y su situación financiera se ven afectadas por no contar con seguro o no tener una cobertura adecuada.

Cuando la cobertura médica no es suficiente



### VIDEOS POPULARES



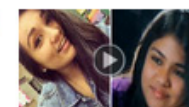
Venezuela: hallan muerto a estudiante



Esta semana en "Titulares y Más"



Muere Júnior Morales, viudo de Rocío Dúrcal



Vigilia por jóvenes muertas en accidente



Policía: arrestan a 5 falsos agentes

### FOTOS POPULARES



Fotos: 3 mueren en brutal accidente

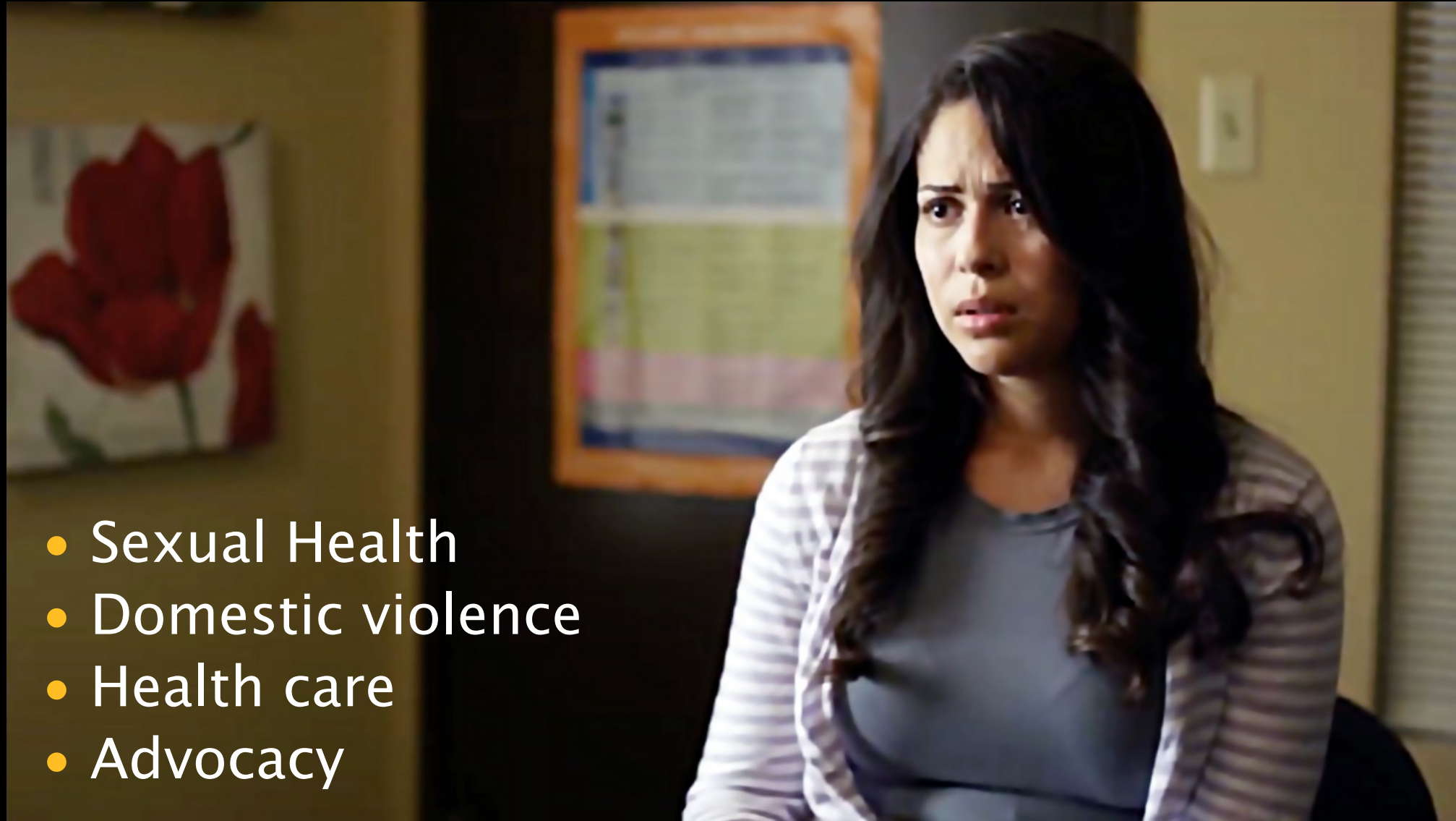


Fotos: Felices

# East Los High

Second Season of Hulu's Teen Web Series

- Sexual Health
- Domestic violence
- Health care
- Advocacy





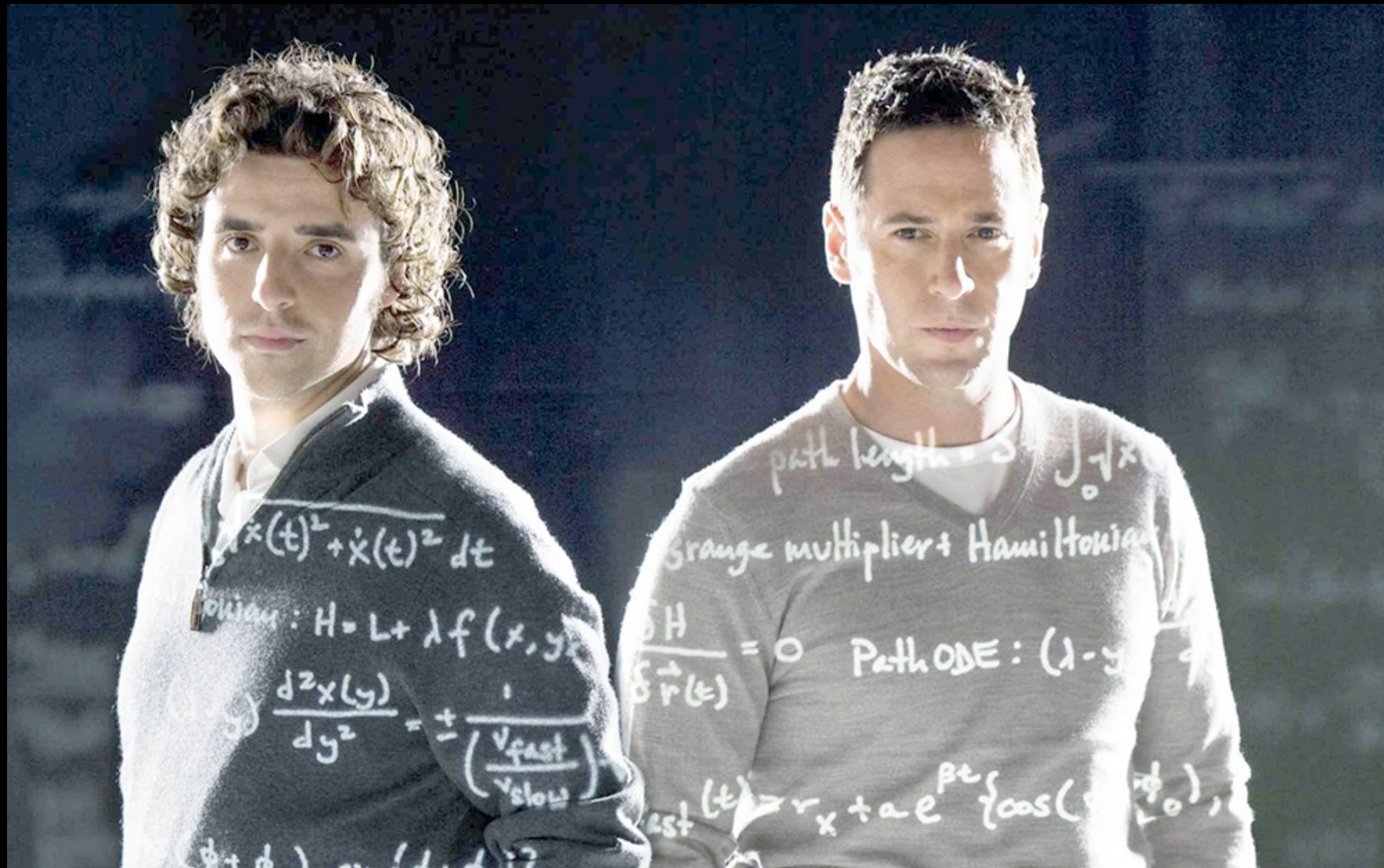
# East Los High

“Beauty Queens Don’t Wear Trash” Episode: Reproductive Health



# Numb3rs (CBS)

## “Harvest” Episode: Audience Impact





# Numb3rs Viewers Choose to Become Organ Donors



	"Numb3rs"	"CSI: NY"	"House"	"Grey's Anatomy"
<b>How does one become organ donor?</b>				
Sign universal card	62.1%	66.8%	69.8%	59.4%
Tell family members	48.3%	49.1%	51.2%	45.3%
Computer registry/DMV	64.4%	58.9%	69.4%	66.5%
Registry in state	52.9%	50%	60.6%	52.4%
<b>The program motivated me to</b>				
Talk to someone	35.1%	35%	43.3%	46.2%
Become a donor	10.3%	9.8%	3.8%	2.8%
Urge another to be a donor	4%	4.7%	2.9%	0%

knowledge  
gains

behavior  
change

# 90210 (The CW)

## BRCA Gene Testing





# 90210 Breast Cancer (BRCA) Gene Study

## Study 1

13.5 hrs.



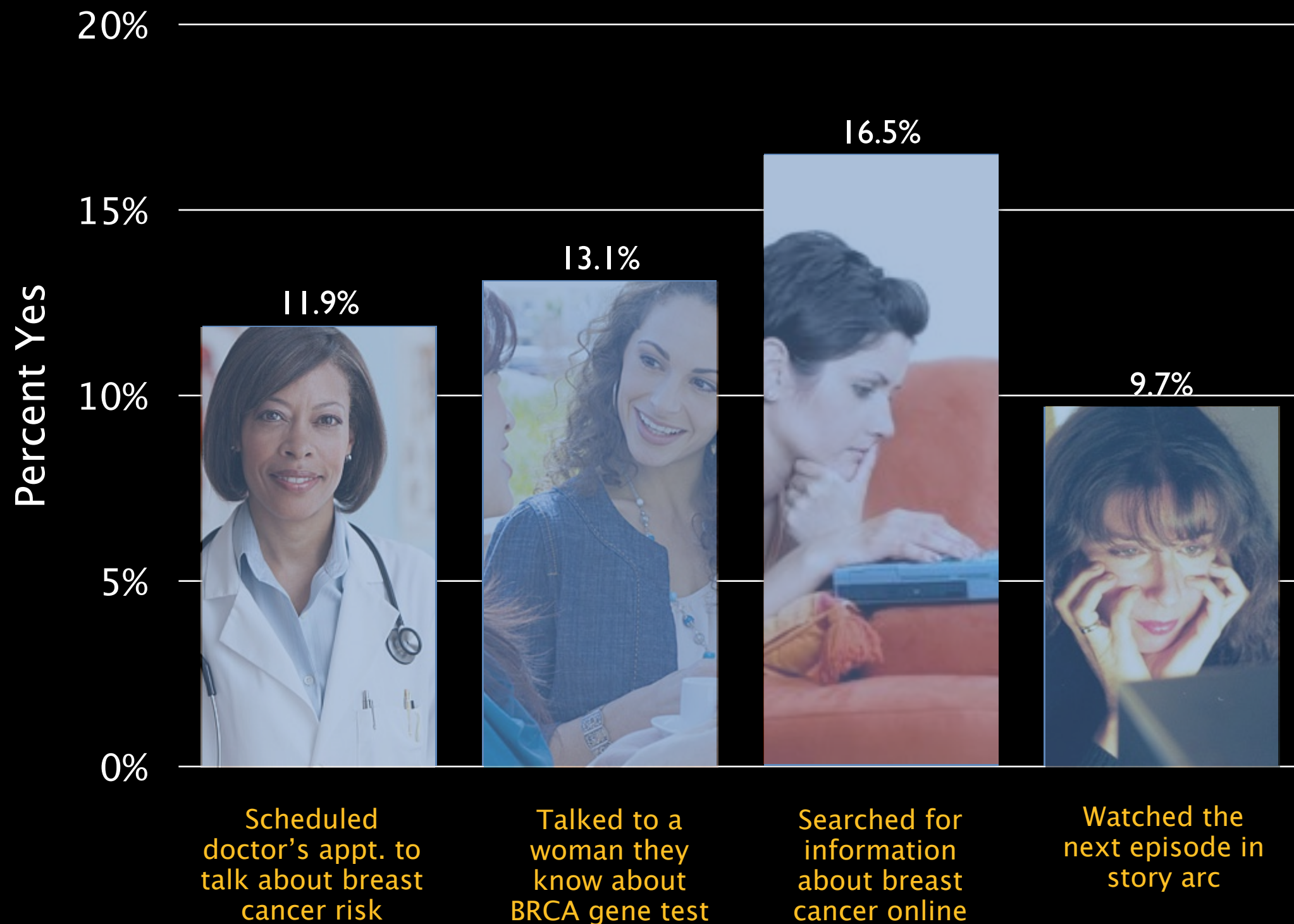
## Study 2

6 hrs.



# 90210 Study 1 Findings

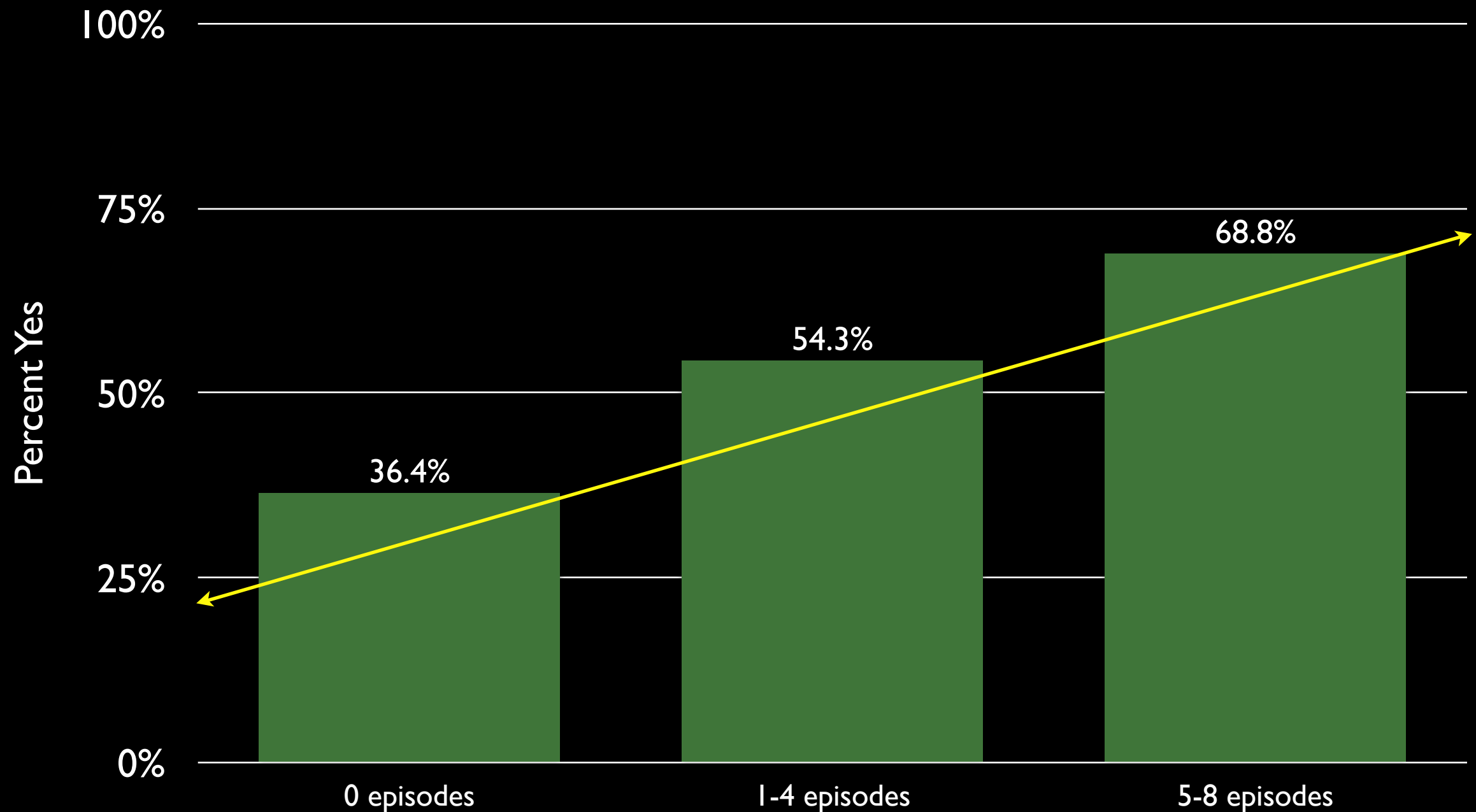
## Reported Behaviors at Post-Test (N = 236)





# 90210 Study 2 Findings

Knowledge: "Have you ever heard of the BRCA gene?" (N = 494)

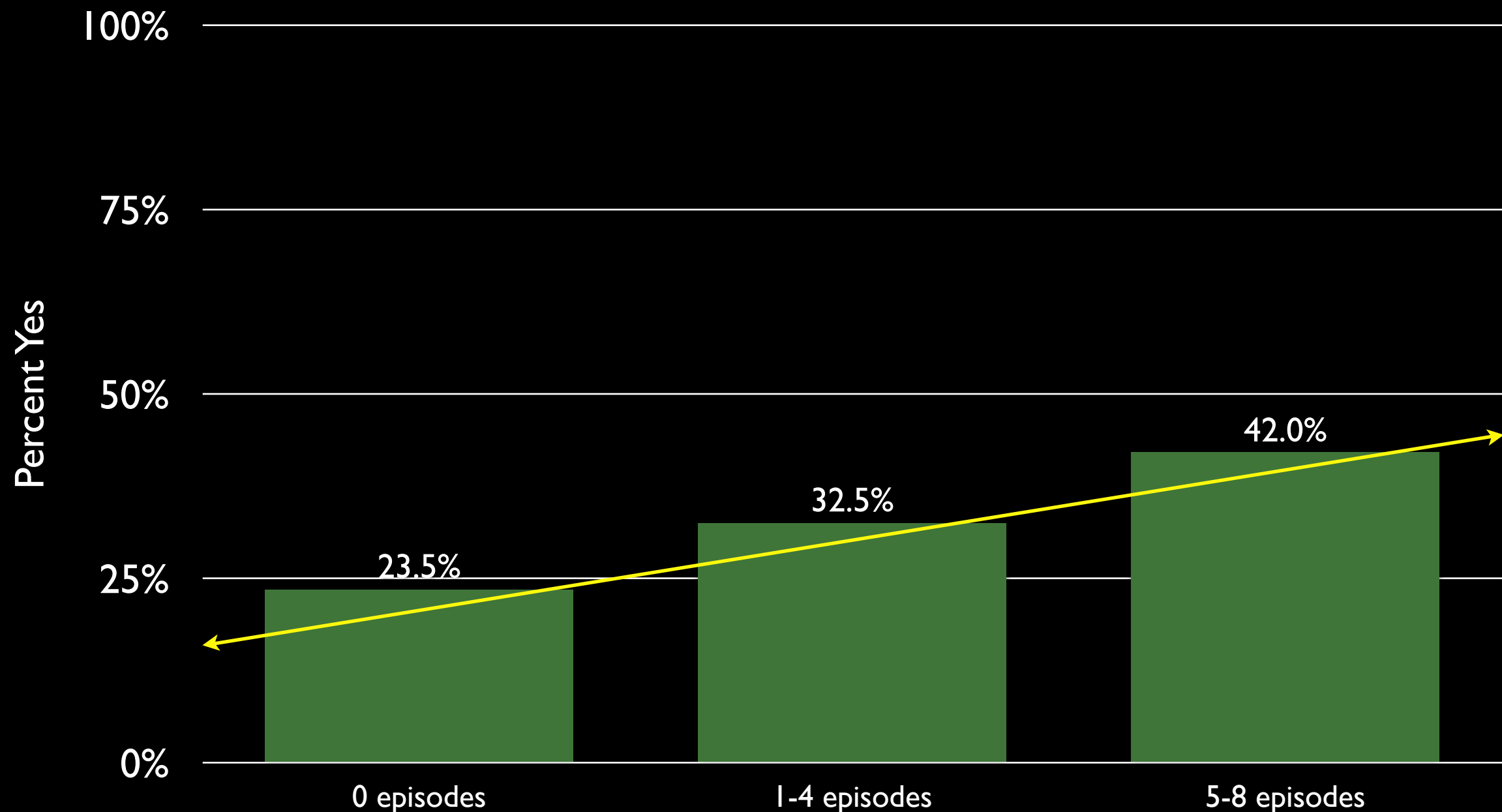


$\chi^2(2) = 20.480, p < .001$

Linear-by-linear:  $\chi^2(1) = 19.855, p < .001$

# 90210 Study 2 Findings

Behavior: “Find out about my family history regarding breast cancer” (N = 494)



$\chi^2(2) = 7.865, p = .020$

Linear-by-linear:  $\chi^2(1) = 7.847, p = .005$



# Climate Change

## Storytelling Resources: Services

- Writer briefings
- Screenings / Q&As
- Storybus Tours
- Children's programming
- Real to Reel newsletter
- Transmedia
- Sentinel Awards
- TV Monitoring Project
- Impact evaluation





# Madam Secretary (CBS)

“Face the Nation” Episode: Deforestation and Climate Change



\* 10.8 million viewers / Nielsen



# Modern Family (ABC)

“Under Pressure” Episode: \*9.1 million U.S. Viewers

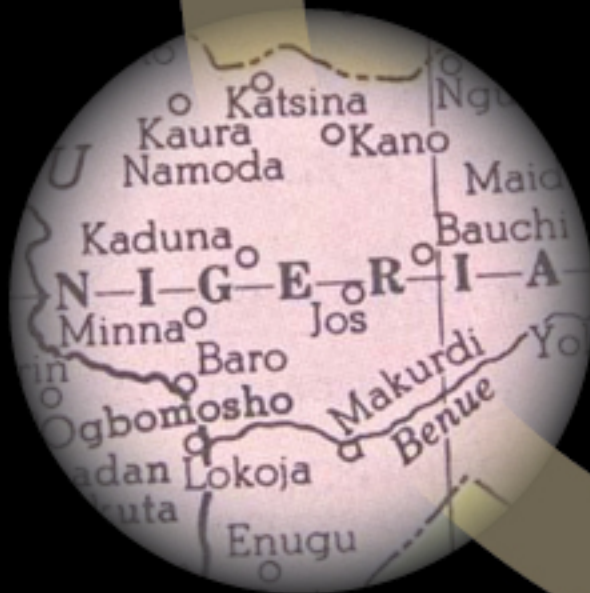


\*Nielsen

Hollywood



# Creative Capitals



Nollywood



Bollywood



# Lens on Ebola

PSA on Hand Washing to Prevent Diseases



# Hamari Sister Didi (Sony Pal)

The Third Eye Works With Medical Drama

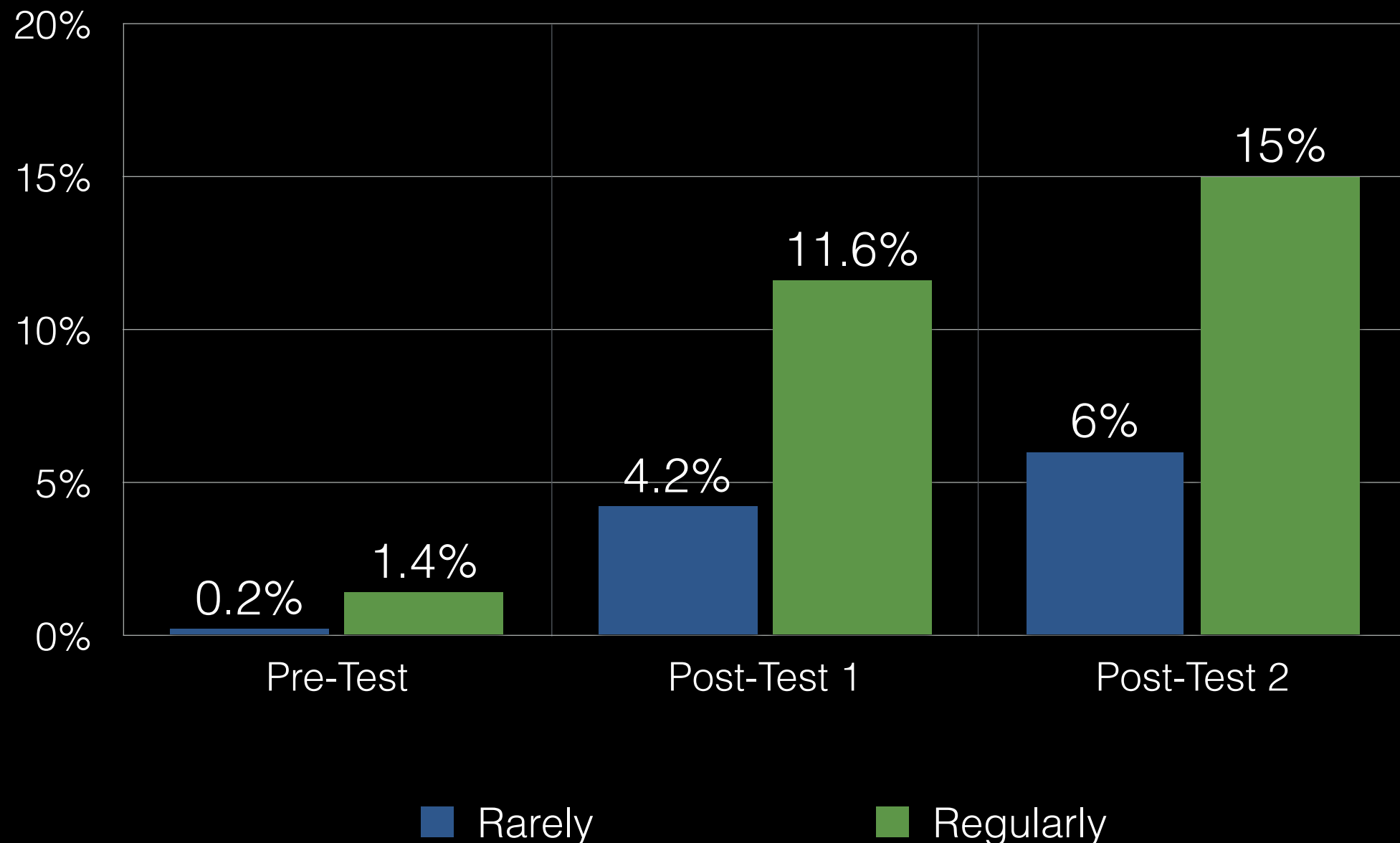




# Sister Didi: Audience Impact

Diseases Pentavalent Vaccine Protects Against

( % at Least 1 Correct )



# More Bang for the Buck

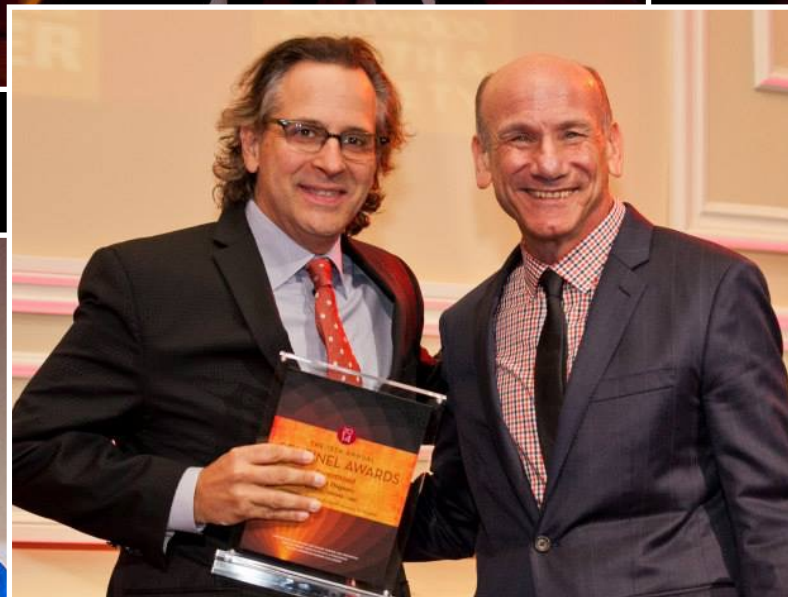
## 30 Second Ad Purchase

- **Modern Family:** \$280,000
- **Grey's Anatomy:** \$225,000
- **NCIS:** \$150,000





# 2014 Sentinel Awards



“Once Upon a Time . . .”



# Workshop Goal and Objectives

## Goal:

Increase the use of storytelling and narratives for effective communication with the public, policy makers, and public health professionals.

## Objectives:

- Understand the framework and elements of effective storytelling for health communication
- Identify the components of the narrative writing process
- Acquire and apply strategies to create and deliver effective narrative stories



...Clarity

...Focus

## “Writer’s Tool Kit”

...Conciseness

...Vividness



# Exercise #1 — Speed Writing

## GOAL

Get Out of Your Own Way When Writing

## WRITER'S TOOL KIT ITEM

Vividness



## EXERCISE

Recall a memorable health care experience  
Write at white-hot speed without judging or editing  
[5 Minutes]



### JENNIFER'S WRITING EXERCISE #1—SPEED WRITING—PART 1

Okay, here we go, five minutes of speed writing about a medical event in my life. Earliest one I can remember is going to the eye doctor at the University Of Houston medical center. My older sister Sarah had these beautiful light-blue cat's eye glasses that I coveted, so I decided I would be less than truthful when it came to my own exam because then I could get glasses, too. And the doctor's name was Hill, I think, but I can't be sure... at any rate, I went into the exam room, and I was maybe six or seven years old, and he was cute, and I had this mission, so I started blowing a couple of the line readings. Nothing too dramatic, just enough to make it seem like whatever, I couldn't see perfectly well. And he kept changing up the lenses like they do, and I'm convinced I'm some kind of super genius getting away with murder because I'm so clever. And I guess I started to get a little sloppy with how stealthy I was being, because he kept changing the lenses and trying to find the right place where I could actually see, and for some reason it wasn't working for him. Then he finished up and said he only had one more page for me to read, and that if I read it correctly, he'd give me a quarter. I think he actually even pulled out the quarter to show me... and, of course, I read everything perfectly because hey, it was a quarter, and that bought a lot of candy back in the day. So I leave with the quarter in my hand, thinking I'm pretty great. And the doctor calls my mother into his office. And I don't really remember what happened on the drive home—perhaps it's better that way since my mother was a single parent and probably had to take an entire day off work to get this taken care of, but I'm sure she read me the riot act. I do remember having to write an apology letter to the doctor about lying and wasting his time and promising to never do something like that again. Written in pencil. I wish I still had that letter—I wonder if the doctor kept it. Actually, I wonder if my mother even sent it, or if it's hidden in some file somewhere with grade school papers. I don't remember if I had to give back the quarter, although I suspect that was the case—Catholic school girl and all, you need to make amends for the things you do wrong... and that's pretty much all I can remember, which works out well since we're getting to the end of the five minutes right about now, here it comes, here it comes, and okay....



## JENNIFER'S WRITING EXERCISE #1—SPEED WRITING—PART 2

Okay, here we go, five minutes of speed writing about a medical event in my life. Earliest one I can remember is going to the eye doctor at the University Of Houston medical center. My older sister Sarah had these beautiful light-blue cat's eye glasses that I coveted, so I decided I would be less than truthful when it came to my own exam because then I could get glasses, too. And the doctor's name was Hill, I think, but I can't be sure... at any rate, I went into the exam room, and I was maybe six or seven years old, and he was cute, and I had this mission, so I started blowing a couple of the line readings. Nothing too dramatic, just enough to make it seem like whatever, I couldn't see perfectly well. And he kept changing up the lenses like they do, and I'm convinced I'm some kind of super genius getting away with murder because I'm so clever. And I guess I started to get a little sloppy with how stealthy I was being, because he kept changing the lenses and trying to find the right place where I could actually see, and for some reason it wasn't working for him. Then he finished up and said he only had one more page for me to read, and that if I read it correctly, he'd give me a quarter. I think he actually even pulled out the quarter to show me... and, of course, I read everything perfectly because hey, it was a quarter, and that bought a lot of candy back in the day. So I leave with the quarter in my hand, thinking I'm pretty great. And the doctor calls my mother into his office. And I don't really remember what happened on the drive home—perhaps it's better that way since my mother was a single parent and probably had to take an entire day off work to get this taken care of, but I'm sure she read me the riot act. I do remember having to write an apology letter to the doctor about lying and wasting his time and promising to never do something like that again. Written in pencil. I wish I still had that letter—I wonder if the doctor kept it. Actually, I wonder if my mother even sent it, or if it's hidden in some file somewhere with grade school papers. I don't remember if I had to give back the quarter, although I suspect that was the case—Catholic school girl and all, you need to make amends for the things you do wrong... and that's pretty much all I can remember, which works out well since we're getting to the end of the five minutes right about now, here it comes, here it comes, and okay....



...Clarity

...Focus

## “Writer’s Tool Kit”

...Conciseness

...Vividness



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